

VISITTUSCANY.COM
Digital Angels

Journey to Tuscany: Onyx Elevates Attention to European Travelers

Overview

Visittuscany.com is the official tourism website of Tuscany and the destination's digital ecosystem – meeting the expectations of modern travelers through a compelling digital experience. Ranked among the top regional tourist destination websites in Italy, Visittuscany.com sought to draw attention among travelers based in the UK and Germany. Digital Angels, understanding the need of Visittuscany.com to deliver a video journey that captures audience attention and elicits emotional response, developed a multichannel strategy that included the open web. By combining the sophisticated capabilities of the Onyx platform - environment, experience, and technology - Visittuscany.com ran an interactive experience designed for true impact.

Solution

Using Onyx's Contextual Pre-Roll video experience, the campaign seamlessly integrated video storytelling and product consideration into a captivating content media format. Built with attention in mind, Onyx's unique prediction technology and video experience was placed within in-article placements across premium publisher environments. This ensured that these placements were able to capture attention, while the video experience helped sustain it among audiences for optimal engagement.

Results

32

Average AU Score

+42%

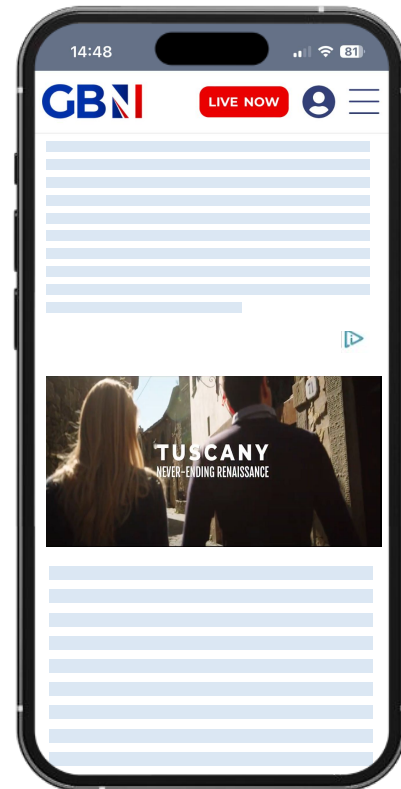
CTR vs. video benchmark

75%

Average VTR

85%

Average viewability



"We decided to integrate Onyx as a new digital advertising platform for video ads, targeting two of our strategic target countries: Germany and the UK. Videos performed well with a good VTR and a CTR over benchmark data, adding a relevant boost to the impact of the whole digital strategy."

- Costanza Giovannini, Project Lead, Visittuscany.com

"It's always a pleasure to work with partners like Onyx to achieve the strategic goals set by Visittuscany.com in an excellent way. Thanks to their support and professionalism, we were able to generate remarkable results. We look forward to working together again on other challenges."

- Silvia Macedonio, Media Director, Digital Angels